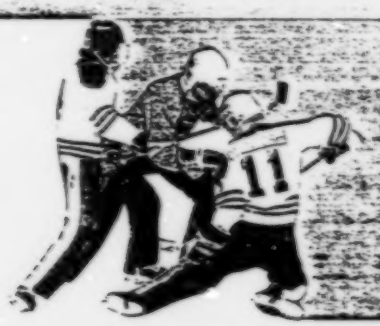
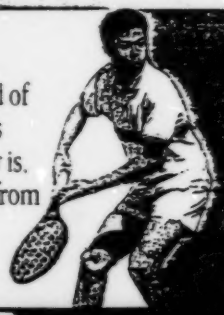
Alberta Sport Council

ANNUAL REVIEW

For the Fiscal Year April 1, 1988 to March 31, 1989

1989





Just as all athletes have an historical record of past performances to look back on, so too does the Alberta Sport Council. This Annual Review is, in essence, a reflection of our "track record" from 1984 to 1989.

1984

Canada's Nationally Unique Sport Organization Celebrates Its Fifth Anniversary

This year marks the Alberta Sport Council's fifth year of operation. It has been a full decade of accomplishments, gains, setbacks and growth. As such, it is fitting that the 1988-89 Annual Report commemorate the Council's success story. It is in part a look back on the highlights of amateur sport in Alberta since 1981. It is also a reflection of the goals of the Alberta Sport Council and the strides that we've made to achieve them.

The first section of this document is devoted to the highlights from 1981 to 1989. The remaining section focuses on the past year, 1988-89, which was another success story in itself.

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Alberta Sport Council

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Telephone (403) 297-2503

March 31, 1989

The Hon. Dr. Stephen C. West
Minister of Recreation and Parks
425 Legislature Building
10731 - 97th Avenue
EDMONTON, Alberta
T5K 2B6

Dear Dr. West:

This year marks the Alberta Sport Council's fifth year of existence. It was on April 1, 1984 that we became a provincial crown corporation with a mandate to provide increased opportunities for Alberta's athletes, coaches and officials. Our purpose, the advancement of amateur sport in Alberta, remains the same. As does our goal, to make this province a national leader in amateur sport programs and competition.

Overall, the Alberta Sport Council has three main areas of endeavor. The first is to assist member provincial sport associations (now up to 83) on a regular basis. Second, to organize Alberta Summer, Winter and Seniors' Games. Third, to develop sport at the grassroots level.

From the beginning, we've helped in increasing participation, devoloping technical expertise and promoting excellence. Recently, the Council has enhanced those areas by adding new components. For the coach, there is the Coaching Employment Program, which encourages Alberta's coaches to remain and practise here, and the Provincial Coaching Institute, which provides assistance for Albertans to pursue a Masters degree in coaching. In addition, the annual Provincial Coaches Symposium is an excellent opportunity for top coaches to better their skills.

In order to increase sport participation opportunities for young Albertans, the Council has established Zone Games and Camps, as well as becoming a partner in the Alberta Youth Olympic Symposium.

Improved communication, co-ordination and liaison among all partners in Alberta's sport delivery system are also goals of the Council. To that end, we now have the Speakers' Bureau to encourage Alberta Olympians to tell their story and inspire others to pursue excellence; a bi-weekly sport column that goes to all Alberta weekly newspapers; and Zone Intersports, which allow for the discussion and exchange of sport ideas at the grassroots level.

Finally, the Council has been encouraging more communities and sport associations to host major games and championships.

Our first five years of operation have been extremely successful, and we look forward to many more.

Sincerely,

Sherrold Moore
Chairman, Alberta Sport Council

SM/mdo

Alberta Sport Council

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Dear Dr. West:

The Alberta Sport Council is now five years old and we're celebrating. After all, we've helped support one in every four Albertans who are athletes, coaches and officials, administrators and volunteers.

Our support structure is built on a rock solid foundation. For starters, we provide funding and program assistance for our 83-member provincial sport associations -- from alpine skiing and amputee sports to volleyball and wrestling -- so that they can grow and develop. Next, we stage biennial province-wide games -- Alberta Summer Games in the odd-numbered years and Alberta Winter and Seniors' Games in even-numbered years. In five short years, more than 15,000 of this province's finest developing athletes, as well as senior (55 years of age and up) participants have taken part in these Games.

Other means of encouraging participation include Sport Camps and Clinics, which are opportunities to learn new skills or hone existing ones. Since 1984, more than 200,000 Albertans have attended these camps and clinics.

Another highlight of our five year history has to be the incredible success of the Alberta Olympic Game Plan (AOGP), which was funded by a $4 million lottery endowment. One goal was to ensure that Alberta was well represented in the 1988 Olympic Winter Games in Calgary. A direct benefit of the AOGP, twenty-one Alberta athletes competed, an increase of eleven-fold from the 1984 Games. The AOGP also encouraged the involvement of Albertans as sport officials, trainers, administrators and organizers.

Of course, the Council cannot claim sole credit for all of these accomplishments. We have a very close working relationship with various major partners — the Ministry of Recreation and Parks, provincial sport associations, municipalities, schools, as well as Alberta colleges and universities.

Looking ahead to the 1990's, I see a great future for amateur sport in Alberta.

Sincerely,

Max Gibb
Managing Director
Alberta Sport Council

MG/mdo

The Alberta Sport Council: Who We Are

The Alberta Sport Council came into being on April 1, 1984 as a non-profit, provincial crown corporation dedicated exclusively to amateur sport. It was formed to assist provincial sport associations and other members of Alberta's sport team in creating sport opportunities for tens of thousands of Albertans from every corner of the province. No other organization of its kind exists in Canada. Together with the other players on Alberta's sport team, the Council represents some 660,000 amateur athletes — a staggering one in every four Albertans!

Our Philosophy and Our Goal

The Council operates under the guiding premise that if Albertans have the talent, desire and ability to succeed in sport, they should have the opportunity.

The Council is in place to see that those opportunities exist. It is our goal to be known by the sport community, business, government and the public as the premier enabling organization for the advancement of sport in Alberta by providing, in the most efficient and accessible manner, funding and appropriate programs to increase participation in sport at all levels of competency, and to identify and develop those participants who demonstrate the desire, capability and commitment to be the best they can be.

In order to achieve that goal, the Alberta Sport Council has adopted four primary objectives:

- To further enhance the image of amateur sport in Alberta
- To elicit and maintain the involvement and financial support of the corporate sector in amateur sport
- To work directly with Alberta's 83 provincial sport associations to develop technical programs for athletes, coaches and officials
- To organize the Alberta Summer, Winter and Seniors' Games and other competitions for the developing athlete

How We Provide Sport Opportunities

Since 1984, the Council has succeeded in building opportunities for tens of thousands of Albertans to participate in sport. Financial assistance totalling $6.3 million was provided to support the programs run by 83 provincial sport associations, local groups and communities, as well as to operate the programs offered directly by the Alberta Sport Council itself. Athletes, coaches, officials and volunteers were all beneficiaries.

Who Benefitted

Literally tens of thousands of Albertans — athletes, coaches, administrators, officials and volunteers — as well as groups and individuals representing the following sport groups which received funding and program support:

Alpine Skiing — Canadian Ski Association — Alberta Division, Alpine
Amputee — Alberta Amputee Sports and Recreation Association
Athletics — Athletics Alberta
Badminton — Alberta Badminton Association
Baseball — Baseball Alberta
Basketball — Alberta Basketball Association
Baton Twirling — Alberta Baton Twirling Association
Biathlon — Biathlon Alberta
Bicycling — Alberta Bicycle Association
Blind — Alberta Sports and Recreation Association for the Blind
Bobsleigh — Alberta Amateur Bobsleigh Association
Bowhunters & Archers — Alberta Bowhunters and Archers Association
Bowling — Bowling Federation of Alberta
Boxing — Alberta Amateur Boxing Association
Broomball — Alberta Broomball Association
Canoeing — Alberta Canoe Association
Cerebral Palsy — Alberta Cerebral Palsy Sports Association
Cricket — Alberta Cricket Association
Cross Country Skiing — Cross Country Alberta
Curling — Alberta Ladies Curling Association; Alberta Men's Curling Council
Deaf Sports — Alberta Deaf Sports Association
Disabled Skiers — Alberta Association for Disabled Skiers
Diving — Canadian Amateur Diving Association — Alberta Section
Equestrian — Alberta Equestrian Federation
Fencing — Alberta Fencing Association
Field Hockey — Alberta Field Hockey Association; Alberta Women's Field Hockey Association
Figure Skating — Canadian Figure Skating Association — Alberta Section
Football — Football Alberta
Freestyle Skiing — Canadian Ski Association — Alberta Division, Freestyle
Golf — Canadian Ladies Golf Association, Alberta Region; Alberta Golf Association
Gymnastics — Alberta Gymnastics Federation
Handball — Alberta Handball Association
Hang Gliding — Alberta Hang Gliding Association
Hockey — Alberta Amateur Hockey Association
Horseshoe Pitchers — Alberta Horseshoe Pitchers Association
Karate — Karate Alberta
Kodokan (Judo) — Alberta Kodokan Black Belt Association
Lacrosse — Alberta Lacrosse Association
Lawn Bowling — Alberta Ladies Lawn Bowling Association; Alberta Lawn Bowling Association
Little League Baseball — Little League Baseball Alberta
Luge — Alberta Amateur Luge Association
Modern Pentathlon — Alberta Modern Pentathlon Association
Netball — Alberta Netball Association
Orienteering — Alberta Orienteering Association
Racquetball — Alberta Racquetball Association
Rhythmic Sportive Gymnastics — Alberta Rhythmic Sportive Gymnastics Federation
Ringette — Ringette Alberta
Rollerskating — Alberta Federation of Rollerskaters
Rowing — Alberta Rowing Association
Rugby — Alberta Rugby Football Union
Sailing — Alberta Sailing Association
Shooting Sports — Alberta Federation of Shooting Sports
Ski Jumping & Nordic Combined — Canadian Ski Association — Alberta Division, Ski Jumping & Nordic Combined
Sledge Hockey & Ice Picking — Alberta Sledge Hockey & Ice Picking Association
Soaring — Alberta Soaring Council
Soccer — Alberta Soccer Association
Softball — Alberta Amateur Softball Association

Special Olympics — Alberta Special Olympics
Speed Skating — Alberta Amateur Speed Skating Association
Sport Parachuting — Alberta Sport Parachuting Association
Squash Racquets — Alberta Squash Racquets Association
Swimming — Canadian Amateur Swimming Association — Alberta Section
Synchronized Swimming — Synchro Swim Alberta
Table Tennis — Alberta Table Tennis Association
Tae Kwon Do — Alberta Tae Kwon Do Association
Team Handball — Alberta Team Handball Association
Tennis — Alberta Tennis Association
Triathlon — Alberta Triathlon Association
Volleyball — Alberta Volleyball Association
Water Polo — Alberta Water Polo Association
Water Skiing — Canadian Water Ski Association — Alberta Region
Weightlifting — Alberta Weightlifting Association
Wheelchair Sports — Canadian Wheelchair Sports Association — Alberta Section
Wrestling — Alberta Amateur Wres...ig Association

The following groups, which represent many sports, also received funding and program support:

Alberta **Schools** Athletic Association
The Alberta **Colleges** Athletic Council
The Alberta **Universities** Athletic Association
The **Sport Medicine** Council of Alberta
The **Senior Citizens** Sport and Recreation Association

Five Year Highlights

1

Local Sport Development Projects — Funding Sport Throughout The Province

The Alberta Sport Council funds unique methods of sport enhancement called Local Sport Development Projects. Says Terry Archer, Director of Local/Regional Sport Development: "Recipients are usually local sport groups, educational institutions or municipalities."

Since the program's inception in November, 1984 more than 1,500 projects worth over $3 million have been funded. Here are examples from each zone.

Zone 1: Sunny South — The Oldman River Regional Recreation Board in Lethbridge received $597 to purchase a crash mat for its track and field program.

Zone 2: Big Country — The Airdrie Revolver and Pistol Club now has steel target holders and training videos thanks to $1,000 from the Council's Local Sport Development Projects. Because of this new equipment 13 of 15 junior shooters received their Level I certification.

Zone 3: Calgary — Dive Calgary purchased a video replay system and dryland training equipment with funding of $10,500 made available through Local Sport Development. Many divers have improved their techniques as a result of this equipment.

Zone 4: Parkland — The Alberta Sport Council donated $1,625 to The Central Alberta Division of the Alberta Association of Disabled Skiers to purchase paraplegic sleds and triangular teaching aids for the blind. Now there are more skiers having a good time at the Canyon Ski Area, just outside of Red Deer.

Zone 5: Black Gold/Yellowhead — A contribution of $3,000 allowed the Jasper Senior High School to buy 32 pair of cross country skis, 27 pair of poles and 27 pair of boots. This equipment assisted students from Grades 7 to 12 to develop their cross country skiing skills.

Zone 6: Edmonton — Rhythmic Sportive Gymnastics in Edmonton received $8,000 to purchase a competition mat, the only one of its kind in Alberta. As a result, there was an international rhythmic gymnastic championship in Edmonton this summer.

Zone 7: Northeastern Alberta — The Vermilion Centennial Swim Club purchased new starting blocks, lane ropes, backstroke pennant markers and stanchions after receiving $3,000 from the Alberta Sport Council. This equipment enhanced an already sparkling facility which hosted the swim events of the 1988 Alberta Seniors Games.

Zone 8: Peace Country — As a result of Local Sport Development Project funding, the Rainbow Health and Fitness Club in Rainbow Lake was able to purchase a universal weight training machine worth over $3,600. This equipment has allowed the club to increase its membership, offer a greater variety of exercises and to assist any team or individual in their particular training needs.

2

Alberta Games: Giving Alberta's Developing Athletes A Chance To Shine

Since the Council's inception in 1984, it has overseen the following provincial games and championships:

• The 1984 Alberta Seniors Games in Camrose attracted 837 seniors from 139 communities. These energetic seniors competed in 23 events — horseshoes to tennis and cribbage to golf. A further 443 seniors were involved in the extensive cultural program. To ensure these Games ran smoothly, there were 700 volunteers, one third of whom were seniors, who contributed 12,360 hours to successfully organize the three-day event.

The Camrose Games Society received a special $25,000 award for successfully organizing and hosting the Seniors Games on three consecutive occasions (1980, 1982 and 1984). This legacy was presented to the Camrose and District Seniors Centre Society to support the development of a senior citizens' drop-in centre.

• In order to provide competitive challenges for young athletes in nine Olympic winter sports and to upgrade the skills of officials, coaches and participants, the 1985 Winter Sport Festival was held in Calgary.

600 participants took part in nine Olympic events and the Calgary Olympic Development Association (CODA) agreed to host the Festival, with just 88 days to prepare.

Over 60 volunteers and officials used the 1985 Winter Sport Festival as a training opportunity leading up to the 1988 Olympic Winter Games.

The Festival provided a legacy of equipment, valued at approximately $11,000.

• 4,000 athletes, coaches and officials attended the 1985 Alberta Summer Games in Fort McMurray. There were 22 sporting events, plus 11 Special Olympic sports and 7 cultural events. In total, there were 3,700 volunteers, some as young as 8.

Leading up to these Games, about 25,000 participants were involved in zone playoffs. At the 1985 Games, 213 Alberta communities were represented — from as far south as Del Bonita, a few kilometres north of the Alberta/Montana border, and as far north as Fort Vermilion, on the Peace River, about 150 km south of the Alberta/Northwest Territories border.

In the end, $132,669 was left for future sport projects. This was largely because fund-raisers for the Games collected $909,262 in cash donations from sponsors — the greatest amount in Games' history.

The 1985 Alberta Summer Games generated the construction and development of more than $1 million in new or improved facilities.

• The **1986 Alberta Winter Games** in Edson were the first to feature competition in all 10 of the Olympic winter sports. In total, there were 22 events and 3 Special Olympic ones. 2,400 athletes, coaches and officials from 200 Alberta communities took part in these Games. Between 20,000 and 25,000 participants were involved in zone playoffs leading to the Games.

Competition in naturbahn (natural track) luge took place on a 2.4-kilometre track built expressly for the Games — the longest natural luge run in North America.

The 1986 Alberta Winter Games generated the construction and development of at least $120,000 in new or improved facilities. New structures included world-class 30 and 50-metre ski jumps, bobsleigh and luge runs and a 200-metre permanent, outdoor speed skating oval — one of only four in the entire province.

• One year later the **1987 Alberta Winter Sport Championship** in Edmonton featured all ten Olympic winter sports, plus two demonstration events — curling and freestyle skiing. About 750 athletes, coaches and officials from every part of the province took part.

The Opening Ceremonies were held on the grounds of the provincial legislature.

• There were 1,060 participants from 169 communities in the **1986 Alberta Seniors Games** in Grande Prairie. In addition, there were 700 volunteers who contributed an estimated 10,000 hours to organize the event.

A 550-kilometre torch relay by four Alberta grandmothers, which started at the site of the previous Alberta Seniors Games in Camrose and ended in Grande Prairie, was a world's first.

Successful fund-raising led to a surplus of approximately $58,000 after the Games. This surplus was in excess of the $25,000 legacy left to the Grande Prairie Games Society by the Council for staging the event. Interest on the surplus is used to provide sport development scholarships on a yearly basis to local sport groups.

• Just days before the **1987 Alberta Summer Games** in Strathcona County began, a deadly tornado touched down in the area and caused considerable damage. The organizing committee did an excellent job to ensure that the Games went smoothly. Many volunteers worked night and day both to help with tornado relief and to get the Games ready.

3,100 of Alberta's finest developing athletes, aged 13 to 18, participated in 28 sporting events, plus cultural ones such as photography and art.

3,600 volunteers made the Games a rousing success.

A torch relay from Edson, the site of the 1986 Alberta Winter Games, to Strathcona County built up the enthusiasm; the 276-kilometre relay took three days.

• The **1988 Alberta Winter Games** in Red Deer, the provincial, grassroots equivalent of the Winter Olympics, had 2,600 athletes. As well, there were 2,800 volunteers who ensured these Games were a sizzling success despite the minus 25 degree Celsius weather.

These Games cost $600,000 and the majority of the funding came from the lottery contribution of the Alberta Sport Council with the remainder contributed by provincial and city grants, the corporate community and individuals.

3

Alberta Olympic Game Plan — Paving The Way For Alberta's Finest Athletes

"That was an investment," said Norm Weiss, former Minister of Recreation and Parks, "not an expenditure."

What the honourable member from Lac La Biche-McMurray was referring to was the Alberta Olympic Game Plan (AOGP), a division of the Alberta Sport Council, which was established in 1984 to identify and assist the Winter Olympic-calibre Alberta athletes.

The AOGP came about because of former Premier Peter Lougheed, who attended the 1984 Olympic Winter Games in Sarajevo, Yugoslavia, and asked how many of Canada's participants were Albertans. The answer: two. "That," said the Premier, "must not happen when Calgary hosts the Winter Olympics in 1988."

It didn't.

As a result of the Alberta Olympic Game Plan, funded by a $4 million lottery endowment and administered by Diane Jones Konihowski, a former Olympic competitor, there were twenty-one Alberta athletes competing, an incredible increase of eleven-fold!

To commemorate the outstanding efforts of the 21 Alberta athletes who participated, the Council commissioned an original painting entitled "*Alberta Athletes in '88*". Only 200 limited edition copies of this print were issued, which makes it a valuable keepsake.

In addition, the Council hosted a team luncheon on February 29th for all athletes, coaches and team managers of the official, demonstration and exhibition sports. Petro-Canada and Suncor Inc Oil Sands Group sponsored the luncheon and the gifts for the team members.

A specially designed commemorative gold ring was given to each team member of the ten official sports, and Olympic commemorative marble plaques were given to members of the demonstration and exhibition sports.

Diane Jones Konihowski said: "The majority of these athletes had a very positive Olympic experience and have expressed their desire and commitment to carry on until 1992. Hurray for us!" Since it takes about eight years to make a world-class athlete, that means by the 1992 Olympics in Albertville, France, Alberta could be a powerhouse.

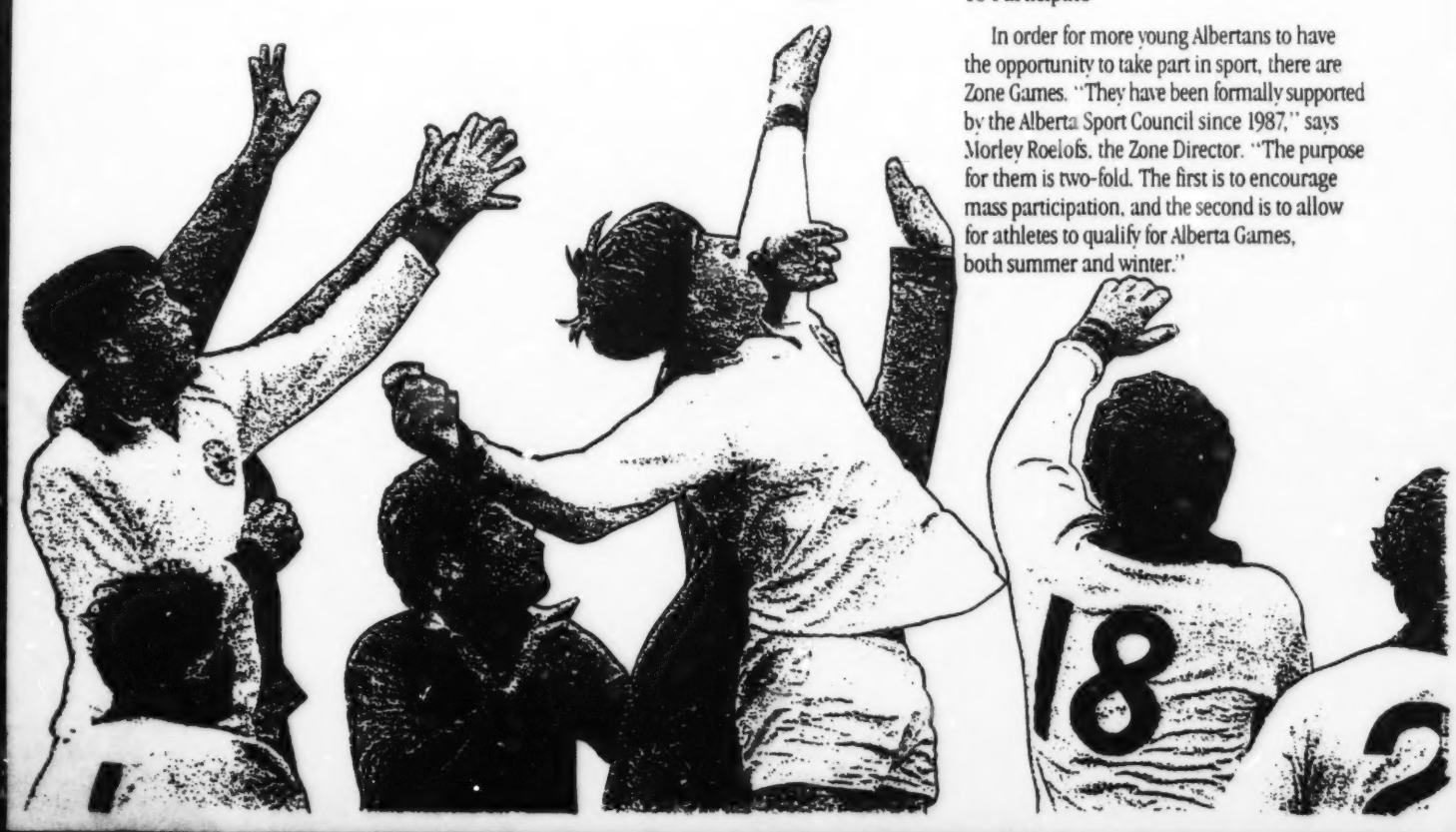
Alberta Olympic Game Plan Related Activities

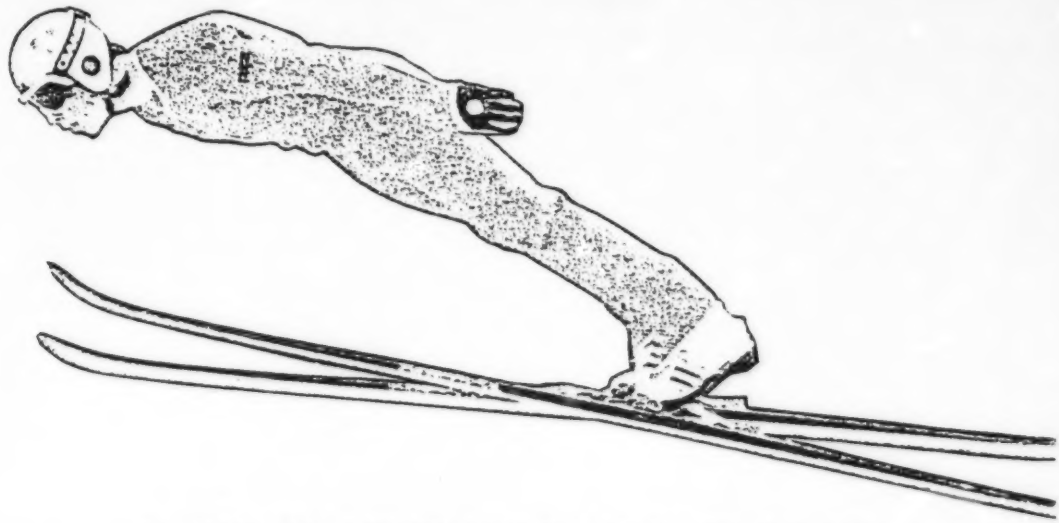
- Between 1984 and 1988 the Alberta Sport Van visited 200 communities allowing 193,000 Alberta residents to experience the Olympic winter sports.
- 400,000 Albertans participated in winter sport activities in 89 communities through Winter Sport Festivals from 1984 to 1988.
- 300 identified coaches and athletes attended exclusive motivational and educational seminars in 1986 and 1987.
- Facility Development: 18 natural ice luge tracks in the province, which is more than all others in North America combined. More than 50 ski bumps (for ski jumping) have been built throughout Alberta. There are now 18 biathlon facilities, up from 9 in 1984. The province also has 4 junior bobsled tracks.
- 20,000 *Cools Facts*, a booklet which describes how anyone can participate in one of the ten Olympic winter sports, were distributed throughout Alberta. 5,000 *You Too Can Be An Olympian* brochures were made available to communities and schools within the province.

4

Ensuring That Everyone Has A Chance To Participate

In order for more young Albertans to have the opportunity to take part in sport, there are Zone Games. "They have been formally supported by the Alberta Sport Council since 1987," says Morley Roelofs, the Zone Director. "The purpose for them is two-fold. The first is to encourage mass participation, and the second is to allow for athletes to qualify for Alberta Games, both summer and winter."





In addition, Zone Games allow for more communities to experience the positive benefits of being a host. As a lead-up to the 1988 Alberta Winter Games, there were Zone Games in Coaldale, Sundre, Lac La Biche and Grande Prairie.

5

A Partner In Long-Term Development

Just as a parent watches carefully the development of his or her child, the same kind of observation is conducted by personnel of the Council. Dale Henwood, Director of High Performance, says there are many top-notch athletes who have gained expertise and ranking as a result of the assistance the Council has provided to a particular provincial sport association. Athletes who come to mind are fencer Shelley Wetterberg, Cheryl Allen in athletics (formerly called track and field) and boxer Scott Olsen. "We have provided financial assistance to provincial sport associations so that these athletes could attend camps and additional opportunities as part of their development," he explains.

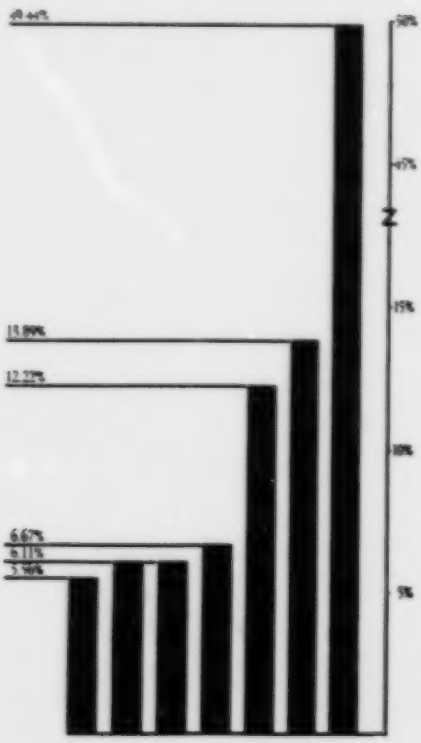
There are also many coaches who have benefitted. Henwood cites Bert Goldberger and Ian Turnbull, two soccer coaches, who have increased their skills so that now they are both coaching national teams. "Again, we were partners and helped provide opportunities to help in their long-term development."

Participation In Alberta Sport Council Programs:

	1984/85	1985/86	1986/87	1987/88	1988/89	Total
Alberta Games	1,880	6,400	1,810	5,700	919	16,709
Sport Outreach Clinics	27,000	41,416	44,683	45,129	45,237	203,465
Sport Outreach Camps	1,274	1,800	1,800	1,850	1,875	8,599
Sport Outreach Scholarships	800	1,350	1,250	1,350	1,250	6,000

1988/89 HIGHLIGHTS

The Alberta Sport Council and the Department of Recreation and Parks have identified strategic priorities for provincial sport and recreation services. The Alberta Sport Council addresses these priorities as follows:



Where lottery dollars were spent by the Council in 1988/89:

- Technical Programs $4,450,000
  49.44% (primarily support to provincial sport associations)
- Program Delivery $1,250,000
  13.89%
- Local Sport Development $1,100,000
  12.22%
- Games & Competitions . . . . . $ 600,000
  6.67%
- Marketing . . . . . $ 550,000
  6.11%
- Administration . . . . . $ 550,000
  6.11%
- Alberta Olympic Game Plan . . . $ 500,000
  5.56%

Total: $9,000,000

Programs To Increase Mass Participation Opportunities

These programs are a major mainstay of the Council for they promote participation at the grassroots level.

Without the involvement of large numbers of athletes, coaches, officials and organizers at the local level amateur sport as a whole cannot grow. In order for this to happen the sport development base must be broad and strong.

This year the Alberta Sport Council continued to expand its grassroots base by involving more and more Albertans in the following programs:

Alberta Summer and Winter Games: Athletes qualify for Alberta Games through playoffs or zone games in each of the Sport Council's eight provincial zones. Summer Games are held every odd-numbered year and Winter Games every even-numbered year. The 1989 Alberta Summer Games will be held in Brooks from August 9th to 13th. About 3,500 of this province's finest developing athletes will compete in 23 different sports. Meanwhile, the 1990 Alberta Winter Games will be held in Camrose from February 22nd to 24th.

Alberta Seniors Games: Every even-numbered year the Council supports this unique sporting event. The Games are open to seniors over 55 years from any part of the province.

Highlights:

- 919 participants representing 194 communities took part in the 1988 Alberta Seniors Games, August 4th to 6th.
- With a population of 4,000, Vermilion, 125 kilometres east of Edmonton, was the smallest community ever to host a Seniors' Games.
- There were 20 sporting events — from darts, disking and carpet bowling to swimming, table tennis and track and field — plus four cultural activities — old time dance, handicrafts, creative writing and performing arts — where a further 400 seniors took part.
- There was a tie for the oldest participant — bowler Ann Scribner of Calgary and handicrafts maker Fred Fox of Peace River — were both 88 years young.
- Vicki Samel, 66, of Walsh, who was one of four grandmothers to run the Seniors' torch 500 kilometres at the 1986 Games, won a gold medal in the women's 2,000-metre track event at these Games.
- Mike Faille of Canmore, branch president of the Zone 2 Alberta Senior Citizens Sport & Recreation Association (ASCSRA), won a gold medal in a time-predicted cycling event. In fact, the difference between his prediction and the actual time was a mere .2 of a second.
- Len and May Bowhay, 72 and 74 respectively, of Calgary, met at the 1986 Alberta Seniors Games and a little while later he wrote out a marriage proposal in pancake batter: she accepted. At the 1988 Games, she competed in darts and he played bridge.
- Wilf Sheno, 72, of Drayton Valley, who was involved in all four previous Alberta Seniors Games, won the horseshoes event in his fifth.
- Thelma Sittler, 60, of Edmonton, formed a swim club called the Keenagers and ten of its members competed in Vermilion.
- As a lead-up to these Games, there was the Blue Flame Torch Relay, co-sponsored by Northwestern Utilities and Canadian Western Natural Gas Company Ltd., which was a sizzling success as 850 seniors (55 years and over) walked a torch 1,054 kilometres in 20 days from Grande Prairie, site of the 1986 Alberta Seniors Games, to Vermilion, host of the 1988 Games.
- The oldest torch relay participant was Bernice Bowness, 91, of Peers, while the final torch bearers were Maudie Wallington and Fred Brimacome, both of Vermilion, who with the torch lit the cauldron which officially opened the 1988 Alberta Seniors Games.

Sport Outreach Clinics, Camps and Scholarships: Through this program tens of thousands of athletes a year are introduced to specific sports for the first time or are assisted in upgrading their skills in a sport which they already enjoy. For those athletes unable to afford to attend a camp, funding is available through the Council's scholarship program.

Clinics:

- This year there were 45,237 participants from 185 communities who took part in 52 sports through 1,525 clinics.

Camps:

- 1,875 participants from 28 communities were involved in 38 sports through 69 single sport and 6 multi-sport camps.

Scholarships:

- 1,250 athletes received scholarships in order that they could attend a camp.

Local Sport Development Projects and Innovative Projects: The Council funds these unique methods of sport development. Recipients at the local/regional level are usually small sport groups such as clubs. At the provincial level, they are most often provincial sport associations. During the 1988-89 year, 397 Local Sport Development Projects' applications were approved for a total of $837,788.

Programs To Develop Technical Expertise

These programs allow Alberta's sport participants to become better in their chosen sport.

No matter how talented an athlete is when he or she starts a sport, he or she will never reach their potential without good coaching. Like athletes and coaches, officials must also receive a solid grounding in the fundamentals. The two major users of our technical leadership programs are coaches and officials.

National Coaching Certification Program: This program co-ordinated by the Coaching Association of Canada (CAC) provided upgrading courses. The Council promotes members of provincial sport associations to attend technical, practical and course conductor clinics.

- NCCP — The Council supported a total of 327 technical, practical and course conductor clinics in 52 sports. Of the technical clinics, 231 were at Level I, 59 at Level II and 9 at Level III. Eight course conductor clinics were also supplied. Through these clinics, an estimated 4,905 Alberta coaches furthered their technical expertise.

Coaches' Clinics: These are conducted by provincial sport associations who do not have a National Coaching Certification Program (NCCP) technical course or to augment coaches' development for sports with NCCP. Financial assistance is provided by the Alberta Sport Council for clinic expenses.

- The Council supported 145 non-NCCP clinics in 43 sports with 2,940 Alberta coaches receiving technical upgrading.

Officials' Clinics: These clinics are conducted for officials by provincial sport associations with financial assistance from the Council.

- The Council provided funds for 374 upgrading clinics to 60 different provincial sport associations in which 3,785 officials received training, advanced certification and accreditation.

Hiring Professional Technical Staff: Through this program, support funding is provided by the Council to provincial sport associations to hire technical experts in their sports.

- 54 full-time and/or part-time positions — 14 technical directors, 13 program directors, 23 program co-ordinators and 4 provincial coaches — for 50 provincial sport associations were supported.
- $720,000 has been allocated to a coaching employment program enabling provincial sport associations and their member clubs to hire full-time or part-time coaches.
- The Council has also set aside $60,000 for a Coaches' Institute, a joint program with the Coaching Association of Canada, which allows coaches to obtain a Masters degree in coaching at the University of Calgary.

Year of the Coach

- 1989 Year of the Coach is a joint federal and provincial government program to increase the profile of coaching. In Alberta, the Sport Council is overseeing this initiative.
- In addition, the Council has provided another $60,000 for a coaching awareness program and community coaches' conferences to be held in all eight zones in the fall of 1989.
- A province-wide Year of the Coach essay contest was sponsored for public and high school students who wrote about why their coach is someone to look up to.

Master Coach and Official: Alberta elite coaches and officials receive funding to attend specialized improvement opportunites outside Alberta. Expert coaches and officials are also brought into the province to conduct a wide variety of leadership opportunities.

- 64 provincial sport associations co-ordinated a total of 117 incoming or outgoing opportunities to upgrade premier leaders (80 coaches and 37 officials).
- 135 of Alberta's finest coaches and officials (82 coaches and 53 officials) visited other provinces, the U.S. and abroad to gain valuable knowledge and experience from their counterparts elsewhere.
- In addition, 54 national / international sports experts (54 coaches and 2 officials) came to Alberta to provide extensive training for coaches and officials.

Coaches' Symposium

- The second annual Provincial Coaches' Symposium was held October 13th to 15th in Edmonton. The theme was 'Coaching Makes The Difference'. It was co-sponsored by the Alberta Sport Council and Alberta Recreation and Parks.
- The 1989 Provincial Coaches' Symposium, which will further enhance the Year of the Coach campaign, is to be held October 12th to 14th in Edmonton.

Programs To Promote Excellence

These programs are for those sport participants who have the ability to ascend to greater levels.

Those participants who have the talent and desire to advance further in order to reach their maximum potential are encouraged by additional Alberta Sport Council programs:

Talent Identification: Athletes with potential are pinpointed by provincial sport associations at training camps, province-wide coaches' tours and physiological testing sessions.
- Support was provided to 61 provincial sport associations so they could create 268 opportunities (i.e. training and selection camps, athlete testing, provincial coaches' tours to evaluate) to develop high performance athletes.
- 8,513 Alberta athletes were screened to pinpoint those with the greatest potential.

Training High Performance Athletes: Once athletes are identified, the Council provides funds to provincial sport associations so they can organize training camps for identified athletes, send them to competitions and help defray the expenses of their coaches.
- 3,417 athletes, coaches and officials representing 62 provincial sport associations attended 191 high performance training camps and competitions throughout Canada.

Canada Games Enrichment: 1,553 participants from 21 associations were provided with 116 opportunities in preparation for Canada Games' competition.

The Alberta Athlete Development Program: Provides $650 a year to Alberta's top developing athletes as selected by their provincial sport associations to assist them in achieving national ranking. The money is used to help offset personal costs while training and competing.
- Through provincial sport associations 556 promising Alberta athletes (370 males and 177 females) representing 47 sports received $650 each this year to help offset personal costs while training and competing.

Participation In Western Canadian and Canadian Championships: Support is given to provincial sport associations to assist teams, clubs and individuals to help offset travel, meals and accommodation expenses while attending these competitions. The Council subsidized the following:
- 1,546 participants (athletes, coaches and officials) from 68 provincial sport associations took part in 84 Canadian championships.
- 965 Alberta participants representing 36 different sports competed in 42 Western Canadian championships.

Sport Training Centres: Funding is provided to provincial sport associations to help establish provincial, regional and national training centres.
- 7 training centres received support: at the regional level there was men's soccer at the University of Alberta; while at the provincial level there were three — the Nordic Centre at Camrose Lutheran College, and athletics at both the University of Alberta and University of Calgary. Finally, there were also three at the national level — men's volleyball at the University of Calgary, hockey at the Olympic Saddledome and men's badminton at the Glencoe Club.

Disabled Athletes

- Opportunities for the development of athletes with disabilities included support for four associations, to send participants to the 1988 Paralympics in Seoul.
- Two additional projects were also supported for blind and disabled ski participants.

Hosting Program

- 16 projects supported the staging of 7 Western Canadian championships, 8 International championships in Alberta and 1 bid presentation.

Intersport

- The Intersport X Conference, attended by 400 delegates, was held April 14th to 16th, 1988 in Red Deer. The theme was 'Much More Than Magic'. It was co-sponsored by the Council and Alberta Recreation and Parks, and featured the Sport Volunteer Recognition Awards.

Sport Club Development Program

- This 8-hour long, how-to instructional program for anybody who wants to start a sport club in their community was utilized for a number of workshops. This program, which began in early 1988, is sponsored by the Council with the co-operation of Alberta Recreation and Parks.

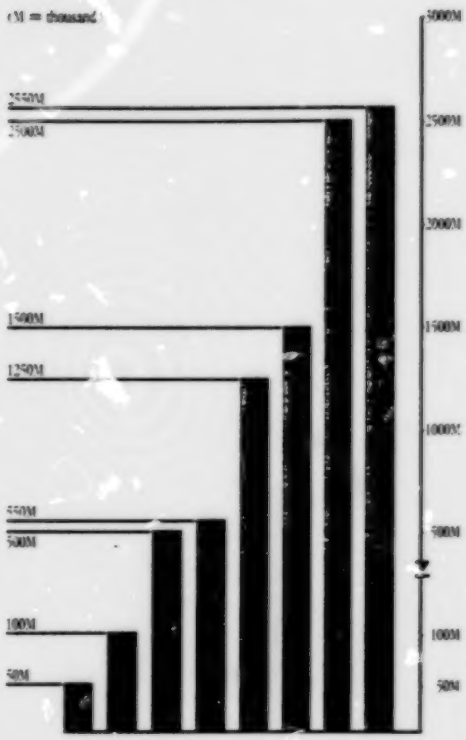
Fund-raising

The Alberta Sport Council's Sport Marketing division is in place to encourage corporate sponsorship of amateur sport and to build public awareness of our agency and its programs.

The fiscal year of 1988-89 was one of transition and challenge in the area of fund-raising. In an effort to remain attuned to the priorities of the corporate sector, the Council's Marketing Committee concentrated on developing a strategic fund-raising program aimed at multi-year corporate relationships. Many of our sponsors have been in partnership with the Alberta Sport Council throughout our development over the past five years. This year also saw a number of new sponsors come on board to become members of Alberta's expanding sport network.

The Council succeeded in raising over $400,000 in corporate and individual donations to amateur sport during the 1988-89 fiscal year. We gratefully acknowledge the contributions of the following sponsors:

- **AGT**
  Sponsorship of Alberta and Zone Games Medals, Cash and Sport Van Donation
- **Alberta Energy Company Ltd.**
  Sponsorship of Alberta Games and Coaching Recognition Program
- **Alberta Lotteries**
  Cash Donation
- **Alberta Natural Gas Company Ltd.**
  Cash Donation
- **Andres Wines (Alberta) Ltd.**
  Cash Donation
- **Bumper Corporation**
  Cash Donation
- **Canada Safeway Limited**
  Food Donation for Alberta Games
- **Labatt's Alberta Brewery**
  Cash Donation
- **Northwestern Utilities Limited/ Canadian Western Natural Gas Company Ltd.**
  Sponsorship of Blue Flame Torch Relay
- **NOVA Corporation of Alberta**
  Sponsorship of Local Sport Development Projects and Donation of Printing Services
- **Pepsi-Cola Canada Ltd.**
  Product Donation
- **Petro-Canada**
  Donation of Office Space and Sponsorship of Olympic Athlete Luncheons
- **Proctor and Gamble**
  Sponsorship of Alberta Games



- **Suncor**
  Sponsorship of Olympic Athlete Luncheons
- **TransAlta Utilities**
  Donation of Computers for Zone Offices

In addition, over $236,000 was received in Sportsfund donations, which went directly to 35 of Alberta's provincial sport associations.

How monies were spent in the Council's major program areas in 1988/89:

Increasing Participation	$2,550,000
Promoting Excellence	$2,500,000
Developing Technical Expertise	$1,500,000
Delivery	$1,250,000
Administration	$ 550,000
Communications	$ 500,000
Recognition	$ 100,000
Fund-raising	$ 50,000
Total:	$9,000,000

Communications

In the field of communications, the Council's **Alberta Sport Report**, a quarterly, 32-page magazine, continues to provide interesting and informative news for Alberta's amateur sport community. Since its première in 1986, the magazine has produced eight issues, which cover a variety of current issues as well as upcoming events and Alberta Games' results.

In an effort to maintain an effective communication link with government, the Council continued to send regular MLA Updates to provincial government representatives. These letters include complete Alberta Games' results and Council funding initiatives for each constituency.

"This information is very much appreciated as it is a pleasant way for us to communicate with our constituents who have excelled in the field of sports."

— Bob Bogle, MLA, Taber-Warner

"The Alberta Seniors' Games continue to demonstrate the important role seniors play in our society. Please accept my thanks on behalf of my government colleagues for the tremendous job the Alberta Sport Council does in supporting seniors in their participation in this sporting event."

— Neil Webber, former MLA, Calgary Bow

One of the Council's most innovative programs is the **Alberta College of Art — Public Advertising System**. For the past four years, a number of provincial sport associations have worked directly with fourth year commercial design students who provide free artwork which the associations can use for advertising, promotion and corporate identification.

"I am very pleased with the quality of work that was done for our association through the Alberta College of Art and would definitely participate in the program again. It has been a Godsend for us."

— Laine Croy, Executive Director, Canadian Figure Skating Association — Alberta Section

"The Alberta College of Art helped us to get our first ever 'Minor Softball Week in Alberta' going this year. I am excited about doing another project next year."

— Jim Jones, Program Co-ordinator, Alberta Amateur Softball Association

Sport Recognition

The recognition of volunteer and athlete commitments, achievements and contributions to sport is a priority of the Sport Council. The Alberta Sports Hall of Fame and Museum is in place to ensure that Alberta's sport history is preserved and past achievements are recognized. To date, 111 athletes, 64 builders and 4 teams have been inducted into the Alberta Sports Hall of Fame. In addition, 12 sports media personalities have received the Bell Memorial Award for outstanding service. A banquet is held each year to honour new inductees to the Hall of Fame.

Volunteers — The M.V.P.'s Of Alberta's Amateur Sport Team

Unlike most major corporations, we have only a small staff. The real Alberta Sport Council is its thousands of volunteers. Key members of this crucial group are the Council's Board of Directors and committee members. All are leading Albertans in their respective fields and they have been hand-picked for their expertise and commitment. They, too, are volunteers.

Board of Directors
Sherrold Moore, Chairman, Calgary
Don Moore, Vice-Chairman, Red Deer
Roger L. Jewitt, Beaverlodge
Kelly Blackshaw, Calgary
Orest Korbutt, Edmonton
R.D. (Bob) Young, Sherwood Park
Jack McAvoy, Manning
Julian Nowicki, Edmonton
Vic Juba, Lloydminster
Gwen Smith, Edmonton
Gary Belecki, Calgary
Dr. John Irwin, Crowsnest Pass
Al Qually, Olds
Ches Dicks, Fort McMurray
Joan French, Calgary
Doug Fulford, Sherwood Park
Max Gibb, Secretary to the Board and Managing Director, Alberta Sport Council, Calgary

Marketing Committee Members
Doug Fulford, Chairman, Sherwood Park
Roger Jewitt, Beaverlodge
Larry McLennan, Edmonton
Jim Woroniuk, Edmonton
Mike Marples, Edmonton
Alfred Fischer, Calgary
Dennis Merrell, Edmonton

Games & Competitions Committee
Vic Juba, Chairman, Lloydminster
Kelly Blackshaw, Calgary
Don Moore, Red Deer
"Perky" McCullough, Grande Prairie
Logan Tait, Lethbridge
Val Oleksby, Edmonton
Dwight Ganske, Edmonton

Technical Development Committee
Orest Korbutt, Chairman, Edmonton
Dr. Gerry Glassford, Edmonton
Gwen Smith, Edmonton
Dr. Gary Bowie, Lethbridge
Darwin Park, Spruce Grove
Bob Young, Sherwood Park
Jean Proft, Barrhead
Myrna Empey, Calgary
Doreen Ryan, Edmonton

Alberta Olympic Game Plan Committee
Philip T. Kueber, Calgary
Kelly Kryczka Irwin, Calgary
Bob Niven, Calgary
Mike Supple, Fort McMurray
Julian Nowicki, Edmonton
Harry G. Hobbs, Edmonton
Cathy Priestner Allinger, Calgary
Dave King, Calgary
Ian Bryden, Calgary

Cultural Advisory Committee
Alice Kulak, Chairman, Edmonton
Don Mallon, Sherwood Park
Fred Guy, Calgary
Ron duFort, Calgary
Jeanne Lutes, Brooks
Don Hutchinson, Camrose
Carol Lee Eckhardt, Grande Prairie

Hall of Fame Committee
Dr. Herb McLachlin, Chairman, Calgary
Dr. Jean Leiper, Calgary
Jim Cassidy, Calgary
John Currie, Calgary
Karen Kryczka, Calgary
Ken Newans, Calgary
Enid Pepper, Lethbridge
Rick Schott, Calgary
Dr. Bob Steadward, Edmonton

1988 Alberta Seniors Games
Board of Directors
Floyd Sweet, Chairman
Sally Isaksen, Accommodations
Mike Davis, Activities
Goergann Hancock, Administration
Brenda Ritz, Culture
Jake Jacobson, Facilities
Brian Poon, Food
Bruce Marriott, Friends of the Games
Gordon Beckett, Promotions
Debbie Marriott, Protocol
Phil Cameron, Registration
Wayne Flewelling, Safety & Communications
Arnot Brown, Seniors Liaison
Ken Rosher, Transportation
Roger Tellier, Transportation

Zone Committees

Zone 1 — Sunny South
Dr. John Irwin, Chairman, Crowsnest Pass
Malcom Kano, Lethbridge
Doug Harker, Lethbridge
Leigh Smythe, Medicine Hat
Nestor Chorney, Crowsnest Pass
Craig Couillard, Bow Island

Zone 2 — Big Country
Al Qually, Chairman, Olds
Marilyn Haley, Olds
Guy Sunada, Calgary
Rick Haines, Hanna
Marg Trachsel, Strathmore
Richard Ellum, Okotoks

Zone 3 — Calgary
Gary Belecki, Chairman, Calgary
Roger Wolfe, Calgary
Guy Sunada, Calgary
Ron Urton, Calgary
Monika Schloder, Calgary
Dick Molyneaux, Calgary

Zone 4 — Parkland
Don Moore, Chairman, Red Deer
Vicki Berger, Ponoka
Vic Moisan, Red Deer
Ida Muyres, Rocky Mountain House
Bob Elliot, Stettler

Zone 5 — Black Gold/Yellowhead
Bob Young, Chairman, Sherwood Park
Charlene Seeman, Spruce Grove
Roger Scott, St. Albert
Ross Risvold, Hinton
Phyllis Greenslade, Devon
Cynthia Johnston, Edson

Zone 6 — Edmonton
Gwen Smith, Chairman, Edmonton
Kim Sanderson, Edmonton
Garry Sebulsky, Edmonton
Dennis Holiday, Edmonton
Ron Hodges, Edmonton
John Reeves, Edmonton

Zone 7 — Northeastern Alberta
Vic Juba, Chairman, Lloydminster
Mark Tasaka, Lloydminster
Barry Romanko, St. Paul
Gayle Zajac, Lac La Biche
Curtis Phillips, Fort McMurray
Ches Dicks, Fort McMurray
Ellen Lefsrud, Viking

Zone 8 — Peace Country
Roger Jewitt, Chairman, Beaverlodge
Kevin Arnsdorf, Grande Prairie
Bob Shillington, Grande Prairie
Rhonda Groom, Slave Lake
Jack McAvoy, Manning
Lou Johnson, Peace River

How We Operate

Working from an administrative office in Calgary, a technical development office in Edmonton and from eight zone offices serving every part of the province, the Council has a small staff of full-time and part-time employees and seasonal staff. The organization's real strength lies in the tens of thousands of volunteers, administrators, coaches, officials and athletes who make amateur sport happen in Alberta. They are the real Alberta Sport Council.

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